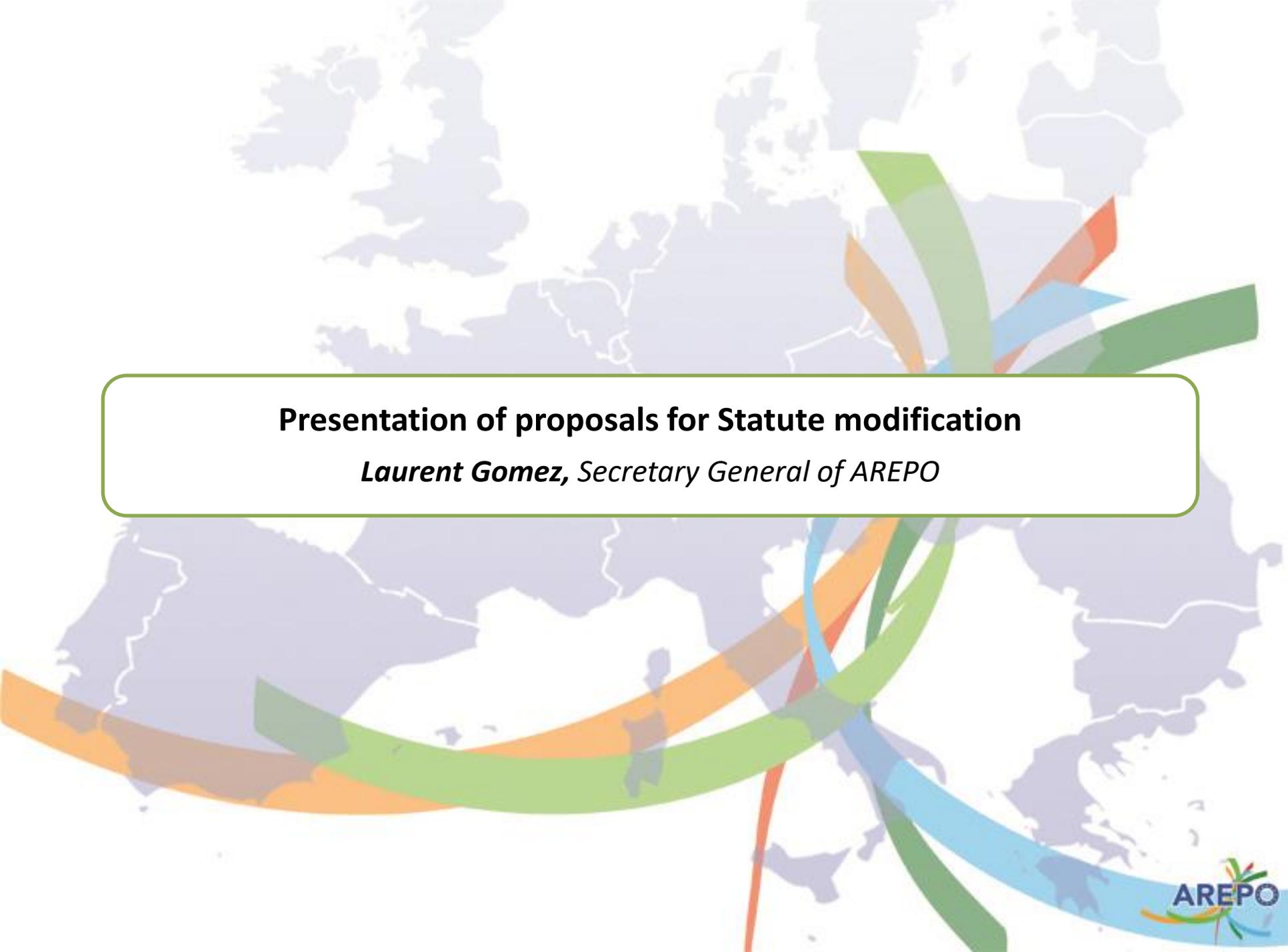
A stylized map of Europe in light purple is the background. Overlaid on the map are several thick, colorful ribbons in shades of green, orange, blue, and red, which curve across the continent. A white rounded rectangle with a dark red border is centered on the map, containing the event title.

AREPO Extraordinary General Assembly
Brussels, March 20th, 2018

A stylized map of Europe in light purple is the background. Overlaid on the map are several thick, curved, overlapping ribbons in various colors: green, orange, blue, and red. The ribbons appear to flow across the map, symbolizing connectivity or movement.

Welcome and introductory speech
Theano Vrentzou-Skordalaki, President of AREPO

A stylized map of Europe in light purple, overlaid with several thick, colorful ribbons in shades of green, orange, blue, and red that curve across the map. A white rounded rectangle with a green border is centered on the map.

Presentation of proposals for Statute modification

Laurent Gomez, Secretary General of AREPO

TITLE 1: MEMBERSHIP – PURPOSE

Article 2 - Purpose

Addition:

- To have a proactive role presenting proposals concerning all EU quality systems as well as other local and regional initiatives connected to agrifood products.

Foot note to clarify the last paragraph of article 2

[EU quality systems] As defined in the Reg. (EU) No 1151/12 (see note above) as well as in the Council Regulation (EC) No 834/2007 of 28 June 2007 on organic production and labelling of organic products.

TITLE 1: MEMBERSHIP – PURPOSE

Article 3 - Registered office and head office

Registered office and Head office:

A.R.E.P.O.

*Conseil Régional de **Nouvelle-Aquitaine***

Hôtel de Région

14, rue François de Sourdis

F - 33077 BORDEAUX Cedex

They may be transferred, on the proposal of the **Executive** Board, by decision of the General Assembly.

TITLE 2: SETTING-UP

TITLE 2 – SETTING UP

A.R.E.P.O. is composed **by three Colleges**: the College of Regions which produce geographical indications, the College of Representatives of Producers involved in processes of produce of origin (PGI and PDO), **and the College of Associated Members.**

The College of Associated Members is composed by organisations that signed a partnership agreement with AREPO and wish to sit in it: thematic, territorial and scientific organisation and networks. The Associated Members do not have the right to vote.

TITLE 2: SETTING-UP

Article 5.1 Setting up → **Article 5 - The College of Regions**

The members of the College of Regions are the Regions of the EU **and of countries ongoing accession** that have paid their contributions for the previous calendar year. Each region appoints one representative and one deputy representative for a renewable three-year mandate.

~~5.2 Administrative regulation~~

~~Administrative regulation giving the operation of the College of Regions, and particularly the procedure for the appointment of Representatives will be added to these statutes after the Board has approved the Regulation.~~

TITLE 2: SETTING-UP

~~6.2 Administrative regulation~~

~~Administrative regulation giving the operation of the College of Producers' Representatives will be added to these statutes after approval of the Regulation by the Board.~~

TITLE 2: SETTING-UP

Article 7 - Loss of Membership

Membership can be lost:

- by dissolution of the legal entity,
- in case of absolute necessity,
- by written resignation addressed to the President of the Association,
- ~~by expulsion on the proposal the Chairman to the Association by at a General Assembly,~~ for failing to pay the contribution **for two consecutive years** or for any action causing moral harm or material loss to the Association. ~~Expulsion is decided by a vote of the General Assembly. A two-thirds majority of those actually present or those who have given authority to a member actually present is required.~~

TITLE 3: RESOURCES OF THE ASSOCIATION

Article 10 – Contributions

The rate of the Members' contributions is set every year by the General Assembly on the proposal of the **President**.

On the proposal of the President in agreement with the Treasurer, the Executive Board can anticipate the call for contributions to the member regions, provided that the amount of the contribution is unchanged compared to the previous year.

TITLE 4: ADMINISTRATION AND OPERATION

Article 14 – Ordinary General Assembly ; 14.2 Competence

Each College nominates its Representatives for **the Executive Board that will be** elected ~~to the Board~~ by the General Assembly.

The College of Regions submits the candidate to the Presidency **and the candidate Treasurer among its applicants to the Board** to the vote of the General Assembly.

Moreover, the Treasurer will be the substitute of the President, and vice versa, if a vacancy shall occur in the interval between the two general meetings. The following general assembly will vote to renew the vacant office.

The College of the Producers' Representatives submits the candidate to the first vice-presidency of the Association to the vote of the General Assembly, **as well as the candidature for a substitute.**

The General Assembly takes knowledge and ratifies the annual activity reports presented by the **Executive Board**. After the presentation of the annual reports, it approves the management of the President, ~~the Secretary General~~ and the Treasurer. The Auditor reads his/ her Report.

The Ordinary General Assembly deliberates and approves the accounts of the past year, and the budget for the year to come.

It sets the rate of annual contributions on the proposal of the **President**.

It may propose extending the scope of AREPO's purpose either by amending the Statutes or by addressing a specific topic that interests all its Members.

TITLE 4: ADMINISTRATION AND OPERATION

Article 15 - Extraordinary General Assembly

Only the Extraordinary General Assembly has the power to alter the statutes of the Association and to dissolve the Association, or to take steps in particular instances likely to alter the nature or the purpose of the Association, **except as provided in article 14.2.**

It takes place upon notification by the Chairman or on request of one quarter of the Members who have paid their contribution. Notification is given in the same conditions as concerning the Ordinary General Assembly.

The Extraordinary General Assembly can deliberate validly only if one third of the Members ~~of both Colleges – Producers' Representatives and Regions~~ attend it. If there is not this quorum, a new Extraordinary General Assembly shall be summoned. It needs a majority of Members, either actually present or duly represented, but does not need a quorum, to make valid decisions.

Decisions are made in the same way as is the case with the Ordinary General Assembly, ~~votes take place by secret ballot,~~ and can be cast only about issues on the agenda.

TITLE 4: ADMINISTRATION AND OPERATION

Article 16 – Executive Board

The Executive Board is the governing body of the Association. It directs its activities and decides on behalf of the Association in the intervals between General Assembly. The President of the Association chairs the **Executive Board**.

16.2 The President ~~and Vice-Chairman of the Association~~

~~The President and First Vice-President of the Association are elected during the General Meeting among the members of their Colleges for a renewable three-year mandate.~~

The President of the Association chairs the **Executive Board**. He/she directs its work. She/he ~~can~~ **represents** the association in Court ~~on request of the Board~~ and in all the cases of civil life. In case of impediment, he/she can delegate part or the whole of her/his powers to the Vice-president.

~~In case of necessity, the consequence of which would be the resignation or withdrawal of the Chairman or of the first Vice-Chairman, the second or third Vice-Chairman, depending on the circumstances of the case, act as deputy Chairman or Vice-Chairman.~~

TITLE 4: ADMINISTRATION AND OPERATION

~~16.3 Election of Board members and mandate~~

~~The members and deputy members of the Board are elected by the Ordinary General Meeting, each one on the proposal of their own Colleges, within the limits of the quotas defined by these Statutes. Members of the Board are elected for a renewable three-year mandate.~~

16.4 The vote of resolutions → 16.3 The vote of the resolutions of the Executive Board

To deliberate validly, the vote of the 3 members of the Executive Board is required. Each member has one vote.

Resolutions are passed when supported by the absolute majority of the members, actually present or represented.

Any member can request vote by secret ballot.

The **Executive Board's** resolutions are recorded in a specific ledger and signed by the President and the **First** Vice-president.

TITLE 4: ADMINISTRATION AND OPERATION

16.5 Convocation of the Board → 16.4 Convocation of the Executive Board

The Executive Board meets when notified in writing, eventually via email, by its President, whenever the interest of the Association requests it, and at least once a year.

The **Executive Board** meeting shall be convened by written notification, no later than **8 days** prior to the assigned date of the meeting, except in case of exceptional emergency. The notification shall include the agenda.

The meetings of the Executive Board can be organized by videoconference.

The Executive Board can invite to its meetings any person useful to its smooth running, like the Secretary General and the Permanent Representative in Brussels.

TITLE 4: ADMINISTRATION AND OPERATION

16.6 Competence → 16.5 Competences

As a general rule, the **Executive Board** is vested with the most extensive powers, within the limits of the Association's purposes, and in the scope of the resolutions adopted at General Assembly.

It can carry out all acts and operations allowed the Association, and that are not exclusively within the competence of the General Assembly.

It appoints, also for three years, a registered Auditor and a Deputy Auditor. They are in charge of the annual certification of the Books.

~~It proposes to the General Meeting the expulsion of a Member. When threatened with expulsion, the Member is requested to give written explanations.~~

It can anticipate the call for contributions as described in article 10.

TITLE 4: ADMINISTRATION AND OPERATION

16.7 The Treasurer → 16.6 The Treasurer

The Treasurer reports annually to the **Executive Board** and the General Assembly. The Auditor gives a verdict on the Treasurer's management. The Treasurer prepares the draft forecast budget of the Association.

~~16.8 Provisional structure~~

~~At the Founding General Meeting, the Regions there present and, if the case arises, the Producers' Representatives whom they have appointed shall become ex officio members of the Provisional Board for one year.~~

~~The Provisional Board shall elect the Chairman and the first Vice-Chairman of the Association for one year. Those authorities shall be commissioned to get things in order for the first Ordinary General Meeting, which will have to give the Association its statutory Representatives.~~

TITLE 6: ADMINISTRATIVE REGULATION AND FORMALITIES

Article 19 - Internal regulation and other proceedings

If needed, an internal regulation can be established by the **Executive Board** and approved by the Ordinary General Assembly.

Said Regulation **would** aim at setting all the issues which these Statutes do not deal with, particularly those related to the practical operation of the Association's activities.

Other internal proceedings can be established by the Executive Board and approved by the General Assembly, including:

procurement procedure;

Employment regulation.

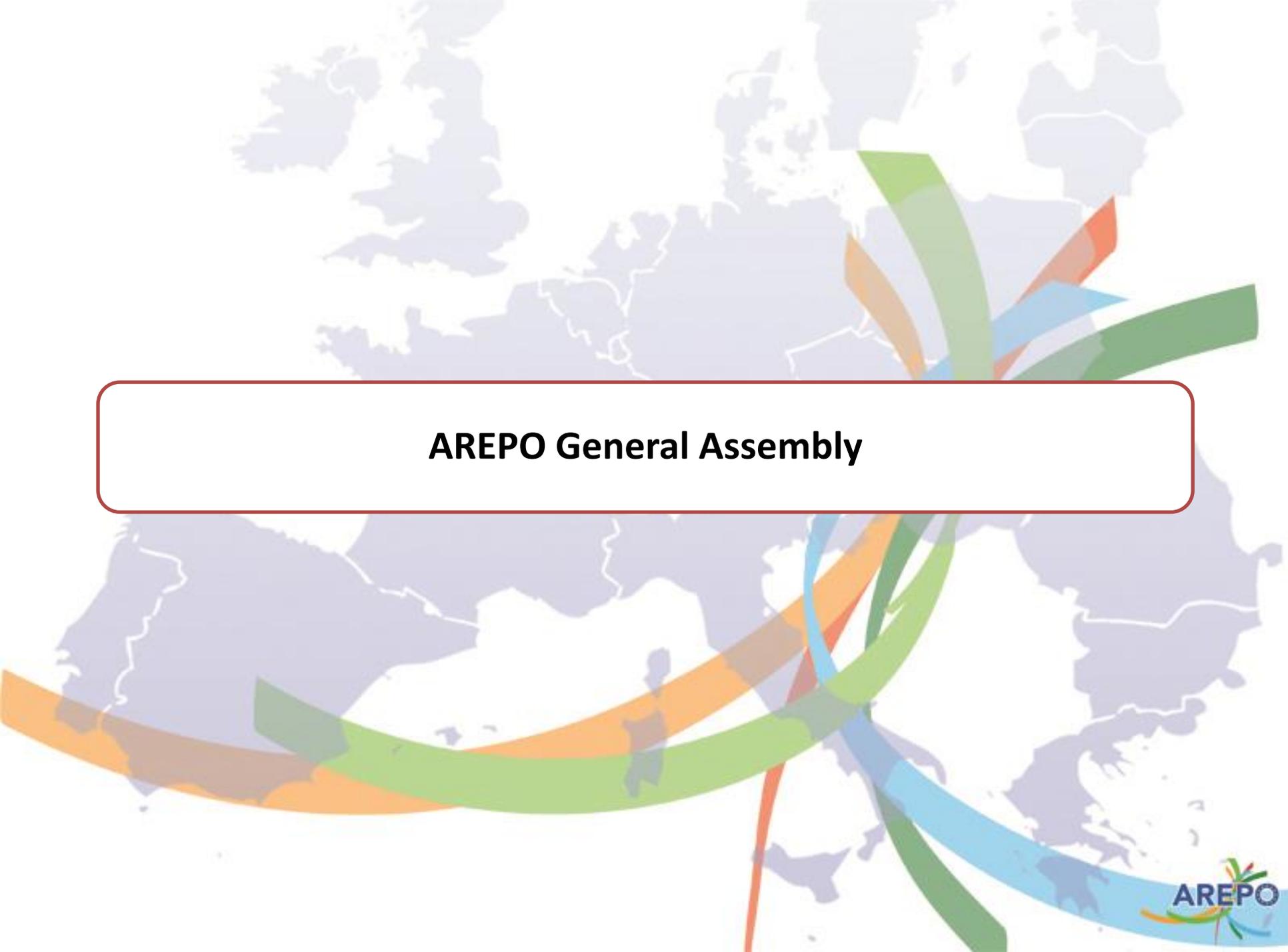
Those proceeding will be attached to the statutes, if needed.

TITLE 6: ADMINISTRATIVE REGULATION AND FORMALITIES

Article 20 - Administrative formalities

The **Executive Board** shall declare the details of future implementation of what follows:

- Change of denomination;
- Transfer of the Registered Office;
- Statutes alterations;
- Dissolution of the Association.

The image features a light purple map of the world in the background. Overlaid on the map are several thick, curved, multi-colored ribbons in shades of green, orange, blue, and red. A white rounded rectangular box with a dark red border is centered on the map, containing the text "AREPO General Assembly".

AREPO General Assembly

Agenda

STATUTORY PART

Presentation of the agenda for the GA

Report of the President

Presentation of the financial accounts for 2017 and
provisional budget for 2018

Vote on the contribution for 2018

Election of the Vice-president

Election of the Treasurer

Agenda

THEMATIC PART

AREPO position on the future of CAP post 2020

Update on the Lisbon Agreement on GIs

Update on promotion policy: new work programme for 2018

Presentation of AREPO study on the role of Region in the modification of GI product' specifications

Any other business: study on regional brands

A stylized map of Europe in light purple is the background. Overlaid on the map are several thick, colorful ribbons in shades of green, orange, blue, and brown, which curve across the continent. A white rounded rectangle with a thin red border is centered on the map, containing the title and author information.

REPORT OF THE PRESIDENT

Theano Vrentzou-Skordalaki,
President of AREPO and Vice-governor of the Region of Crete

The background features a light purple map of Europe. Overlaid on the map are several thick, colorful ribbons in shades of green, orange, and blue, which curve across the continent. A white rounded rectangle with a thin red border is centered on the map, containing the title and speaker information.

**PRESENTATION OF THE FINANCIAL ACCOUNTS FOR 2017
AND PROVISIONAL BUDGET FOR 2018**

Laurent Gomez, Secretary-General of AREPO

A stylized map of Europe in light purple, overlaid with several thick, colorful ribbons in shades of green, orange, and blue that curve across the map. A white rounded rectangle with a red border is centered on the map, containing the title and author information.

AREPO POSITION ON THE FUTURE OF CAP POST 2020

Giulia Scaglioni, AREPO Policy Officer

Context

OCTOBER 2017: GA APPROVED POSITION PAPER AND STRATEGY 2018

AREPO EUROPEAN EVENT ON QUALITY AND ORIGIN PRODUCTS

Spring 2017: EC public consultation

November 2017: EC Communication

May/June 2018: first EC legal proposal on the MFF

EC legal proposal for the CAP

AREPO INTERNAL CONSULTATION PROCESS TO DRAFT THE POSITION PAPER

AREPO ANALYSIS OF COMMISSION COMMUNICATION ON CAP POST 2020

Focus, scope and objective

Focus

- The added value that AREPO can bring to the discussion on the CAP concerns its expertise on **GIs and quality products**.
- **Exceptions:** general principles shared by all member Regions.

Scope

- The whole set of GIs products valorisation initiatives and tools, including EU quality schemes (PDO/PGI/STG and mountain products) and national quality schemes.

Objective

- Contributing to the definition of a **new CAP approach**, capable to provide **high quality food** and to contribute to EU priorities in term of **sustainable rural development**.

Structure

Modernisation: a new CAP for high quality food

- Horizontal priority on quality schemes
- Specific measures and support tools for quality schemes

Simplification of existing measure for quality schemes

- Measure 3.1 on support for certification costs
- Measure 3.2 on promotion

Coherence with other EU policies

- Rural agenda
- EU trade policy

General principles

- **Maintain the CAP budget** in the MFF at least at current levels in order to achieve the objectives.
- Re-affirm and respect the principle of **shared management for** the European Structural Funds and the **principle of subsidiarity (regionalisation)**.
- **Respect the distribution of powers within each Member State**, notably in terms of the legal competences of the EU's Regions when implementing policies.
- Ensure a **more balanced and fair distribution of support** and the focus on the small-medium sized farms.

Controversial aspects

POINTS TO BE CLARIFIED WITH FURTHER DISCUSSION CONCERNING DIRECT PAYMENTS:

Coupled support: Quality schemes are completely absent from the first pillar of the current CAP and should be included among the beneficiaries of coupled support, regardless of their belonging to the sectors mentioned in Art. 52 of Reg. 1307/13. Such possibility would be in line with the objective to support specific types of farming/agricultural sectors that are particularly important for economic, social or environmental reasons and undergo certain difficulties. Furthermore, it would allow including products that respect quality specifications but are not listed in Regulation, i.e. poultry and pork meat.

Conditionality: Conditionality should include the respect of social, sanitary and environmental standards. Furthermore, the greening should be restructured in order to include more efficient agricultural practices with the objective to reduce CO₂ emissions, with adequate financial support for farmers.

EC communication and quality products

- CAP should address **societal expectations regarding food safety, food quality**, as well as environmental and animal welfare standards.
- **Organic farming and GIs** recognised as productions that carry **broader benefits for society**.
 - Modernising organic rules
 - **Make GIs more attractive to farmers and consumers and easier to manage.**
- CAP should continue to **support production with specific and valuable characteristics through Rural Development** and to promote and improve its **international recognition**.

Horizontal priority on quality schemes

- **Advisory services, farm management and farm relief services**
- The measure for the **setting -up of producer groups and organisations** should explicitly refer to GI producer groups
- Inclusion of quality schemes among the **sectorial priorities of cooperation measure**
- **Inclusion of a sub-thematic program for quality schemes for agricultural products:** a horizontal programme using different measures to support quality schemes

A specific and coherent measure for GIs

The RDP should include a **specific and coherent measure for the GIs** capable to take into account all the needs of these products/producers:

1. **Simplification** of the existing measure 3 (certification and promotion)
2. Inclusion of **support for producer groups**

A specific and coherent measure for GIs

Main problem measure 3: the **administrative cost is higher than the aid provided to the producers**. Several regions have not opened the measure due to this high administrative cost. To increase its effectiveness and positive impact the following changes should be applied:

MEASURE 3.1:

- **eliminate the criterion of the new participation from the regulation. What's new in Omnibus regulation?** New participation = **5 years preceding** the application for aid.
- **Reduce administrative burdens for small amount of aid**
- The possibility of considering producer groups as beneficiaries of the aid to reduce the administrative cost of implementation should be strengthened (**harmonisation of interpretation**).

MEASURE 3.2: the link between measures 3.1 and 3.2 should be eliminated, as it excludes the possibility of support for mountain products that do not have any certification costs.

A specific and coherent measure for GIs

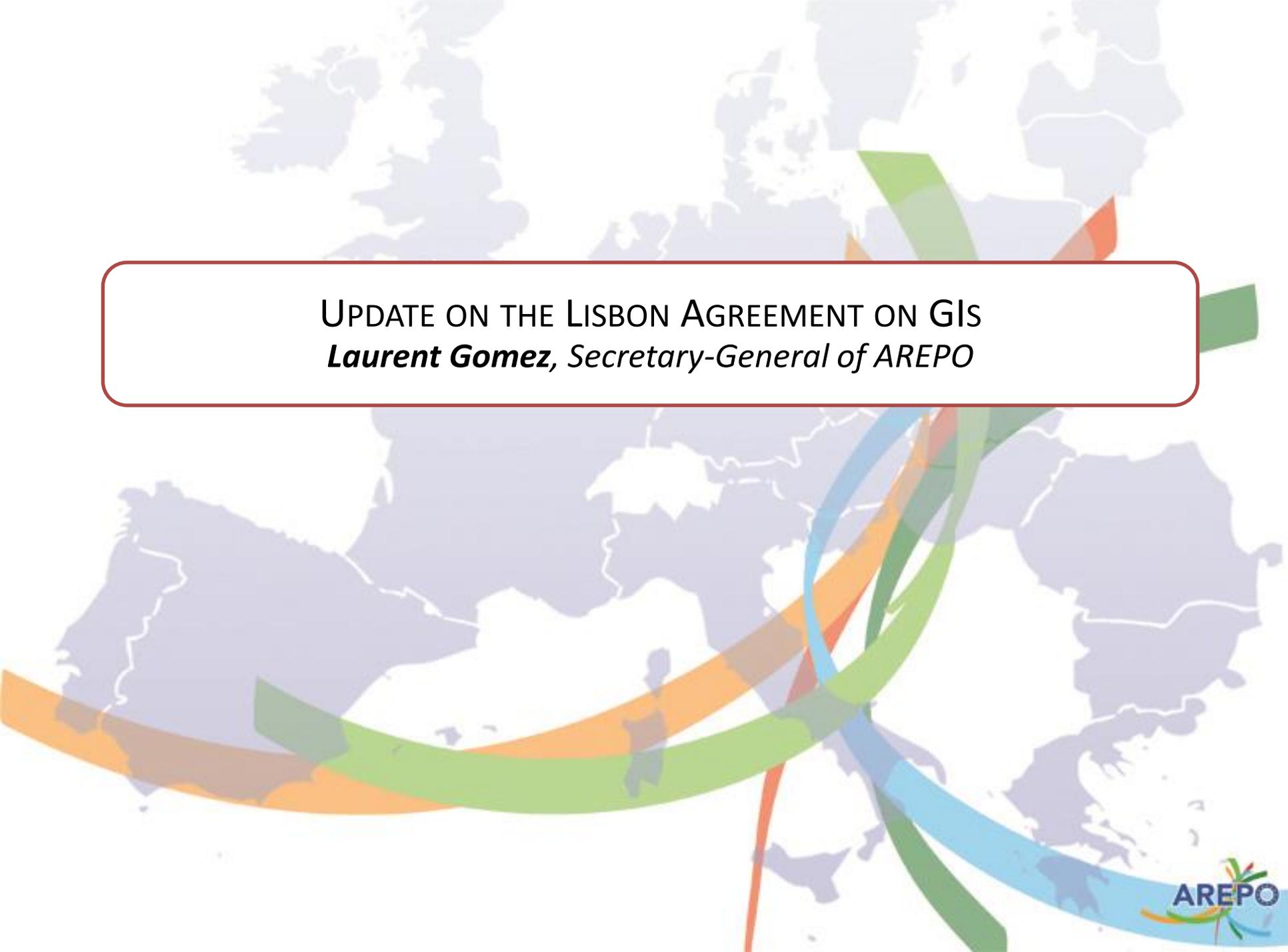
These prerogatives of producer groups recognized in the Reg. 1151/12 should be supported by a specific measure that should include the **possibilities to financially support**:

- **Preliminary studies** for producers groups concerning new applications for participation in quality schemes and GI products characterisation;
- **Operating costs** of producers groups;
- Activities related to the **surveillance of the enforcement of the protection** of the registered names, especially for small and new PDO/PGI, concerning in particular **support for legal protection costs**;
- **Research and update of product specifications.**

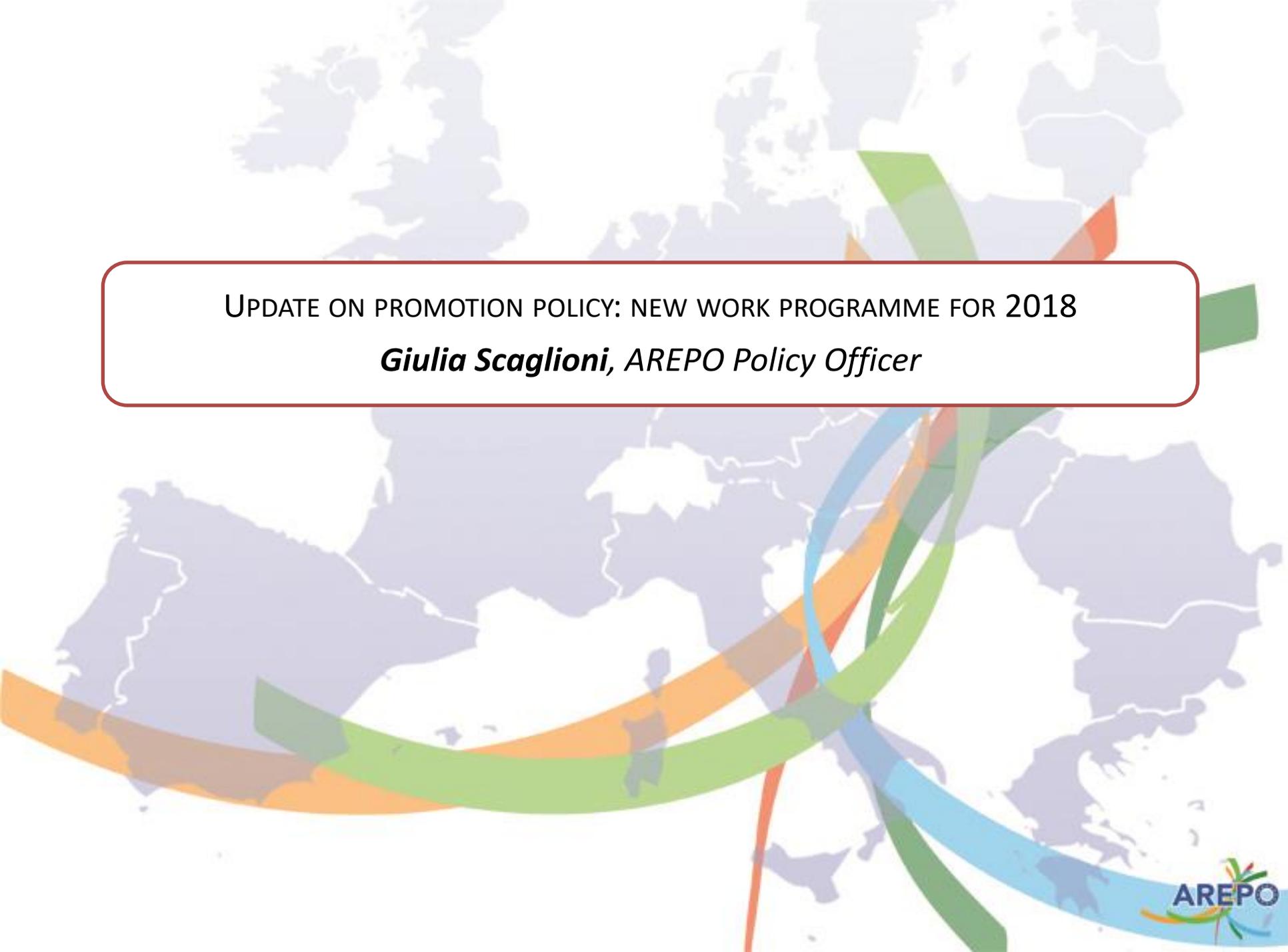
In line with this objective, GIs producer groups should be included as beneficiaries of the existing measure aiming at facilitating the **setting -up of producer groups and organisations** (Reg. 1305/13, Art. 27).

Coherence with other EU policies

- AREPO welcomes the Communication call for a **greater complementarity** with other EU policies, in particular with Cohesion Policy. Nevertheless, **we warn that the CAP contribution to the rural development should not decrease.**
- AREPO supports the demand for the implementation of a **rural test** in EU policies, proposed in the Cork 2.0 Declaration, as well as the call for a **rural agenda.**
- Finally, it is highly crucial to reconsider the place of agriculture and food within the **EU trade policy**, given the critical importance of this sector for Regions and territories. In particular, EU quality schemes should be adequately taken into account in all trade negotiations conducted by the EU and protected in all trade agreements with third countries.

The background of the slide features a light purple map of Europe. Overlaid on the map are several thick, colorful ribbons in shades of green, orange, blue, and brown, which are curved and overlapping, creating a dynamic, abstract design.

UPDATE ON THE LISBON AGREEMENT ON GIS
Laurent Gomez, Secretary-General of AREPO

The background features a light purple map of Europe. Overlaid on the map are several thick, colorful ribbons in shades of green, orange, and blue, which curve across the continent. A white rounded rectangle with a thin red border is centered on the map, containing the title and speaker information.

UPDATE ON PROMOTION POLICY: NEW WORK PROGRAMME FOR 2018

Giulia Scaglioni, AREPO Policy Officer

Promotion policy

The EU Promotion Policy helps EU agri-food sector's professionals to finance information and promotion campaigns.

AIM: to help the sector's professionals break into international markets and make consumers more aware of the efforts made by European farmers to provide quality products.

WHO CAN PARTICIPATE?

1. **Trade and inter-trade organisations** representative of the sector;
2. **Producers' organisations and their associations** recognised by the Member State.
3. **Producers' groups within the meaning of Art. 3 of Reg. 1151/2012 on quality schemes.**
4. **Agri-food bodies** with a mission of public interest in charge of promotion of agricultural products.

Promotion policy

WHAT IS A PROMOTION PROGRAMME?

A promotion programme is a coherent set of operations which can include advertising campaigns in different media; point-of-sale promotions; public relations campaigns; exhibitions and fairs, etc... It can be a B2B or B2C campaign.

Duration: at **least 1** but **no more than 3** years.

Two categories:

- **A simple programme** : submitted by one or more proposing organisations from the **same MS**. It should be **implemented** in at least **two MS or in one MS** if different from the MS of origin of the proposing organisation(s).
- **A multi programme** is a programme submitted by **at least two proposing organisations** from **at least two MS** or one or more European organisations.

Target:

- Internal market
- Third countries

Eligible products and schemes



- ✓ All agricultural products covered excluding tobacco
- ✓ Open to certain processed products listed in Annex (beer, chocolate, pasta, sweet corn, cotton...)
- ✓ Spirits with a Protected Geographical Indication

- ✓ Wine:
 - ✓ Simple programmes = Basket approach
 - ✓ Multi programmes = Wine alone possible
 - ✓ On the internal market = Information on quality schemes or responsible consumption

- ✓ Fishery and aquaculture products : Basket approach

- ✓ Schemes : EU quality schemes, organic, RUP, national quality schemes

A wider list of eligible products including processed products.

Consistent with other CAP promotion measures and EU policy on alcohol consumption

Cofinancing rate

	SIMPLE		MULTI
	Internal market	Third countries	Internal market and Third countries
	70%	80%	80%
<i>5% top-up For Proposing organisations from MS under financial assistance</i>	75%	85%	85%
<i>Case of serious market disturbance (simple programme)</i>		85%	85%

Figure 1. Maximum rate of EU financing of the eligible costs.

The new legal framework

[Regulation \(EU\) No 1144/2014](#)

DELEGATED AND
IMPLEMENTING ACTS

- [Commission Delegated Regulation \(EU\) No 1829/2015](#)
- [Commission Implementing Regulation \(EU\) No 1831/2015](#)

[Commission Implementing Decision of 15.11.2017](#) on the adoption of the work programme for 2018

[Annexes](#)

ANNUAL WORK PROGRAMME

Promotion policy: work programme 2018

The **annual work programme** adapts each year the basic framework to the needs of sector:

1. **Setting out the priorities, including the allocation of resources;**
2. **Defining the eligibility, exclusion, selection and award criteria to be applied.**

The annual work programme for 2018 was adopted on 15 November 2017. A **total of € 179 million** will be available for **promotion programmes selected for EU co-financing in 2018**.

It gives **priority** on increasing the number of individual campaigns aimed at non-EU countries identified by EC macro-economic analysis for their higher potential for growth.

Within the EU, the plan again puts **emphasis on products under EU quality schemes and labels** but also includes specific elements for sectors hit by **market difficulties**. This year, the focus will be on promoting **sustainable sheep/goat production** to try to counter the impact of the ongoing difficulties the market is experiencing.

A new element for 2018 is the introduction of a topic concerning **campaigns designed to promote healthy eating and increase the consumption of fruits and vegetables** within the EU, a direct response to the difficulties the fruit and vegetable sector in particular has faced, as a result of the Russian embargo.

Budget repartition and priorities for cofinanced programmes

SIMPLE PROGRAMMES	Amount foreseen Million €
INTERNAL MARKET	20
<u>Topic 1</u> - Programmes on EU quality schemes	11
<u>Topic 2</u> - Programmes highlighting the specific features of agricultural methods in the EU and the characteristics of EU agri-food products	7
<u>Topic 3</u> - Programmes on sustainable sheep/goat meat	2
THIRD COUNTRIES	75
<u>Topic 4</u> - China, Japan, South Korea, Taiwan, South East Asia and Southern Asia	26.25
<u>Topic 5</u> - Canada, USA, Mexico, Colombia	22.5
<u>Topic 6</u> - Other geographical areas	26.25
MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS	5

Budget repartition and priorities for cofinanced programmes

MULTI PROGRAMMES	Million €
<u>Topic A</u> - Programmes on sustainable sheep/goat meat in the <u>internal market</u>	4
<u>Topic B</u> - Programmes to increase the consumption of fruits and vegetables in the <u>internal market</u> in the frame of proper dietary practices	8
<u>Topic C</u> - Programmes highlighting the specific features of agricultural methods in the EU and the characteristics of EU agri-food products or on EU quality schemes in the <u>internal market</u>	30
<u>Topic D</u> - Programmes highlighting the specific features of agricultural methods in the EU and the characteristics of EU agri-food products or on EU quality schemes in <u>third countries</u>	32.1
Market disturbance/additional call for proposals	5

The calls for proposals AGRI-SIMPLE-2018 and AGRI-MULTI-2018 have been published on 12 January 2018 with the deadline for submission 12 April 2018, 17:00 CET (Central European time).